The Store is closed daily at 5 P. M.

B. Altman & Co.

MADISON AVENUE - FIFTH AVENUE, NEW YORK

Thirty-fourth Street

TELEPHONE 7000 MURRAY HILL

Thirty-fourth Street Thirty-fifth Street

Important New Year Sales

opening on Monday, January 3rd, 1921

Women's

Coats and Wraps

(A new purchase)

This Sale comprises four distinctive models, featuring the most wanted Winter materials and colors; all of them handsomely fur-collared (some with squirrel and others with beaver), and all silk-lined throughout

offering exceptional value

at \$64.00 & 92.00

(Women's Outergarments, Third Floor)

Women's

Tailored Lingerie Blouses

Over 1,000 pieces, in a diversity of smart, new models (designed for 1921) variously developed in dimity, madras, batiste and cotton voile

extraordinarily low-priced

at \$1.95, 2.65 & 2.95

(Women's Blouse Dep't, Second Floor)

Thirty Thousand Yards

Choice Silks, Velvets Duvetyns & Velveteens

arranged in Lengths

suitable for a variety of purposes

at the phenomenally low prices of

85c., \$1.15, 1.45, 1.85 to 4.90

per yard

Included in this great offering are Black Silks, White Silks, Metal Brocades, Satin Charmeuse, Crepe de Chine, Taffeta, Novelty Silks, Velvet Brocades and Evening Silks.

The prices represent tremendous concessions

(First Floor)

Women's

American-made Lingerie extraordinarily low-priced

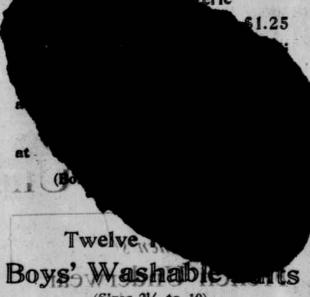
	Nightrobes		\$1.95	, 2.95,	3.90
	Chemises (reg	ulatio	on) .	2.65,	3.90
	Envelopes .		95c.	, 1.85,	2.90
	Combinations				2.25
	Chemilettes			1444	2.25
-	Athletic Comi	inat	lons	. 1.10,	2.35
	Drawers . 1	1.45,	1.85	2.25,	2.95
	Petticoats .				1.85

Misses' and Children's American-made Lingerie

very specially priced

Misses' Lingerie (12 to 16 years)

Nightrobes	\$1.45,	1.90,	2.35
Envelopes .	95c.,	1.25,	1.45
Drawers .		1.00,	1.25
Petticoats .		1.50,	3.75
Digue Detties	100		105



(Sizes 21/2 to 10)

presenting a remarkable opportunity for economic buying

These are well-made suits, of goodquality washable material (lasting dye) in every popular color. There are many styles to select from, including middy, French blouse, onepiece and other novelty models.

The value is unsurpassed

(Boys' Clothing Department, Sixth Floor)

Linens, Blankets and Lingerie Fabrics at astonishingly low prices

The Store is closed daily at 5 P. M.

B. Altman & Co.

MADISON AVENUE-FIFTH AVENUE, NEW YORK

TELEPHONE 7000 MURRAY HILL

Thirty-fifth Street

A Gigantic New Year Sale of ORIENTAL RUGS

preparations for which have been for many months "in the making," will begin on

MONDAY, JANUARY 3rd,

and will be continued during the remainder of the month

The colossal nature of this Sale may be the more correctly estimated when it is understood that practically every Oriental Rug in B. Altman & Co.'s tremendous stock-probably the largest in the United States-will be included in the offering. In many instances the prices to be asked for these Rugs will represent a reduction of one-half the figures at which they have been held in stock; in every instance the reduction is sufficiently large to command the thoughtful attention of every prospective purchaser. In other words, these are Orientals of "tried and true" qualities-Orientals that it is a pleasure to look at and will be a joy to ownmarked at prices that are phenomenally low for such merchandise.

Every Rug is unreservedly guaranteed

The items quoted represent only a part of the collection to be on sale,

Assorted Oriental Rugs

800 Mats .		at	\$8.75	2001 0
400 Rugs .		at	58.00	200 Iran Rugs (choice) at \$168.00 100 Saruch Rugs (choice) at 190.00
300 Rugs .		at	72.00	

300 Oriental Hall Runners at \$132.00, 158.00 & 188.00

1,000 Oriental Rugs in Room Sizes at \$290.00, 360.00, 485.00, 690.00, 725.00, 940.00 and upward

Mongol Rugs	Ghorevan Rugs			
Size 6x9 \$190.00	Size 9.4x11.1 \$318.00			
Size 8.4x10 310.00	Size 9.3x12 335.00			
Size 9x12 590.00	Size 9.6x11.8 390.00			
Size 12.5x14.5 1,050.00	Size 9.9x11.3 390.00			
Size 10.10x 20.3 1,490.00	Size 12.1x17.6 396.00			
Size 12.7x21.8 1,590.00	Size 13.3x19.9 590.00			
	Size 13.4x22.4) 690.00			
Kerman Rugs	Saruch Rugs			
Size 6x10 \$330.00	Size 8.10x12 \$560.00			
Size 7.8x9.6 525.00	Size 8.7x11.10 575.00			
Size 8.10x13 690.00	Size 8.10x12 590.00			
Size 10x13 690.00	Size 8.7x12.4 610.00			
Size 12.1x18.3 790.00	Size 9x12.2 635.00,			
Size 11.1x15.7 1,165.00	Size 14x24.6 1,600.00			
Hamadan Rugs	Kashan Rugs			
Size 7x10.3 \$210.00	Size 7.5x10.4 \$690.00			
Size 10x11.4 490.00	Size 8.7x12.2 1,790.00			
Size 10.10x13.5 785.00	Size 11x18 3,900.00			
Size 13.10x22.4 890.00	Size 12x19.9 3,900.00			
Size 10.9x14.9 940.00	Size 12.2x18.5 4,750.00			
	F 200 00			

(Fifth Floor.)